LEO BURNETT U.S.A.

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October 31, 1995

Maarten Terry
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

RE: All-in-One Competitive Audience Counts

Dear Maarten,

Attached please find the All-in-One competitive audience counts (versions B, C, D, and F).

These counts were pulled before the chronic non-responder processing, so the 6.58 MM total quantity be reduced. If this special processing does not identify and remove 580 M chronic non-responders from the attached counts, we will reduce the lowest priority segments (Competitive Females 30 - 40 and Competitive Males 30 - 40) accordingly to achieve a final mailing quantity of 6 MM.

Please review the counts with your team, and call me with any questions or comments. We would like to get your approval of this list by Friday, and initiate the chronic non-responder processing next week.

Sincerely,

Susan Kaufman

Susan Kaufman

cc: Michelle Salzman - PM

Lisa Boggs - LB 19
Maria Hechavarria - LB 18
Jean Monocchio - LB 12
Elliott Owens - LB 18
Dean Sharp - LB 12
John Wolf - LB 18
Lori Zeeman - LB 19

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